

Agency360[®] Market Insights

Release Notes & User Guide

Release Notes

Agency360 Market Insights provides customers with forward looking market occupancy outside of the GDS channel



- Data provided by Amadeus' Demand Network which leverages forward looking PMS data directly from the network providers
- Up to 6 months of future occupancy for the market at a daily, weekly, or monthly grain
- Easily comparable to last year (for pace) or last week (for velocity)
- 60 days of historical occupancy pickup/buildup for all 6 months of future stay dates
- Filter on the negotiated segment and additionally filter on channel within the negotiated segment
 - Note: Channel filter only available when the negotiated segment is selected
- All data exportable to excel and all graphs exportable to PDF
- Market occupancy only - does not include subscriber data

Two new forward looking dashboards

- **On-The-Books Trends**
 - A traditional view of on-the-books market occupancy both in a table and graphical representation
 - Compared to STLY by default
 - Switch views to compare to the occupancy change since last week
- **Booking Trends**
 - An advanced view of occupancy pickup/buildup for a selected stay date or range of stay dates
 - Current year displayed by default
 - Toggle legend to compare pickup/buildup to STLY

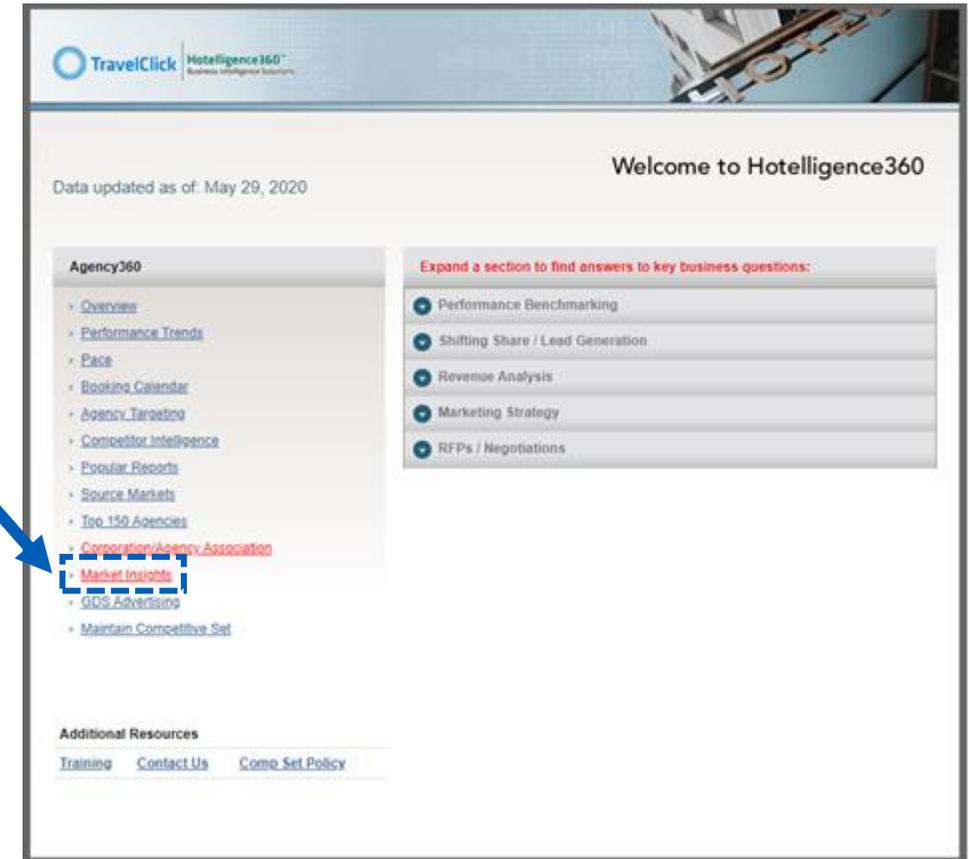
Market insights will be available to Agency360 subscribers via a link within the Agency360 application

Accessing Market Insights

You have two options for accessibility



- The Market Insights tool can be accessed within the Agency360 application and can be navigated from two locations:
 - On the Agency360 welcome page (right)
 - On the Agency360 overview tab (below)
- After clicking the navigation link, the Market Insights tool will open in a new tab and Agency360 can continue to be accessed simultaneously from within the original tab.
- *If the site does not load, ensure pop up blockers are either disabled or are trusting the domain travelclick.com



On-The-Books-Trends Dashboard

On-The-Books Market Occupancy

Grain Filter:

Day – Occupancy stats & graph will display by day
 Week – Occupancy stats & graph will display by week
 Month – Occupancy stats & graph will display by month

Sub Segment Filter:

User can drill down to isolate the “Negotiated” segment.

If the “Negotiated” segment is selected, a new filter will display allowing additional filtering on Channel

Note: If this filter is not selected, the occupancy statistics shown will be for ALL segments

View Toggle:

Switch graphical views between “On-The-Books Market Occupancy” and “Week over Week On-The-Books Market Occupancy Change”

SEE NEXT PAGE FOR ADDITIONAL DETAILS

Apply Button:

After updating dates or filters, press the apply button to update data and graph

Stay Date Range:

User can select dates up to 6 months into the future to view occupancy statistics for the market

Dates will default based on the grain selected:

Day – Next 30 Days

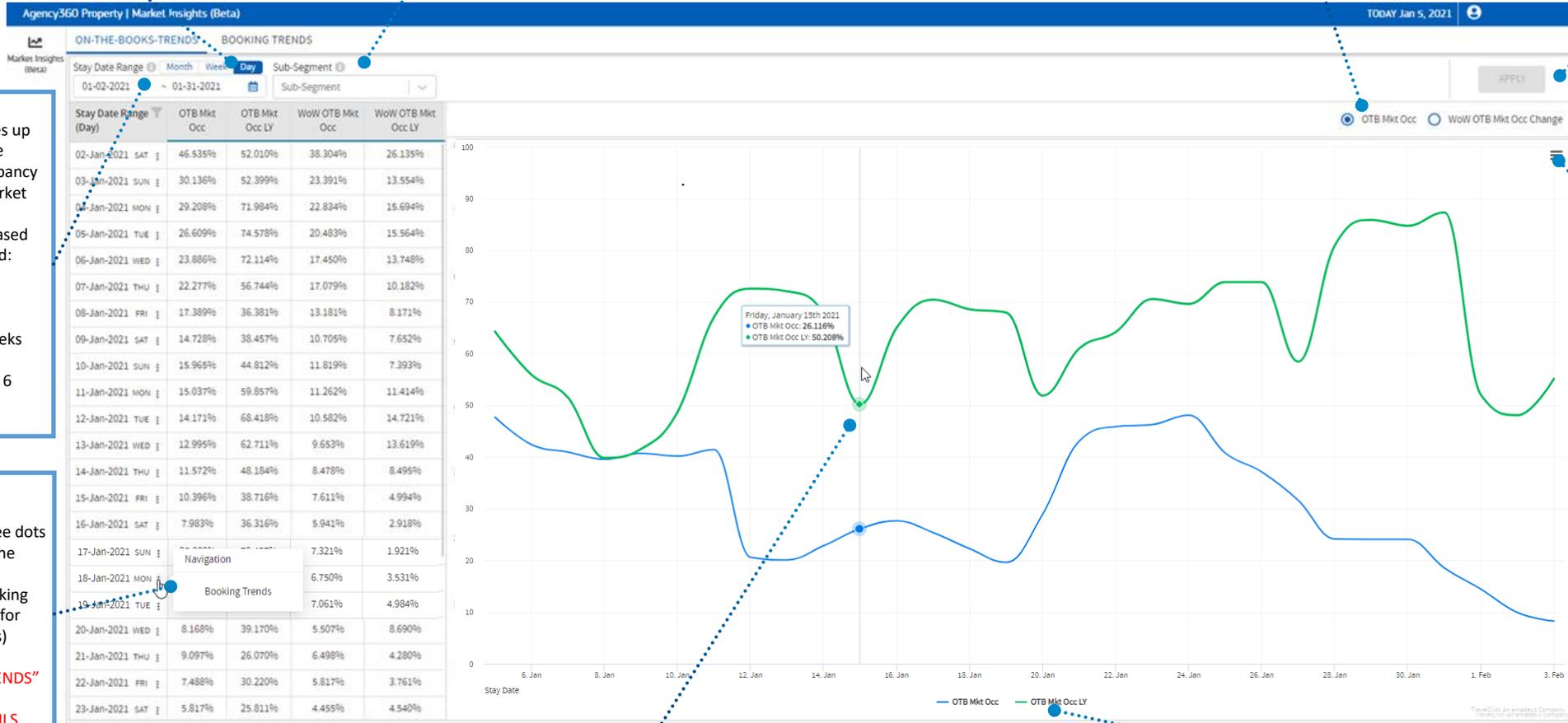
Week – Next 13 Weeks

Month Grain – Next 6 Months

Booking Trends Navigation:

By clicking the three dots next to any date, the user can navigate directly to the Booking Trends dashboard for that specific date(s)

SEE “BOOKING TRENDS” ON PAGE 6 FOR ADDITIONAL DETAILS



Hover for Occupancy Details

User can mouse hover over any date on the graph for additional occupancy details for that date(s)

Interactive Legend:

User can select or un-select metrics to view on the graph.

OTB Mkt OCC = On-The-Books Market Occupancy (Current Year)

OTB Mkt Occ LY = On-The-Books Market Occupancy Last Year

Export:

Data can be exported in Excel.
 Graph can be exported in PDF

On-The-Books-Trends Dashboard

Week over Week On-The-Books Occupancy Change

Selecting the "Week over Week On-The-Books Occupancy Change" allows the user to visualize the volume of occupancy booked since the previous week for future stay dates.

This view can help to determine where demand in the market has suddenly increased or decreased and where a potential strategic action should be taken



Booking Trends Dashboard

Lead Time:
The lead time filter will determine the number of historical "Booking Activity Dates" that will be viewable on the graph.

Stay Date Range:
The Stay Date Range represents the stay dates that the user wants to "lock in" in to view the historical daily occupancy pickup (buildup)

If a **single** start and end date is selected, then the metrics on the graph will represent the daily occupancy pickup (buildup) for that single date.

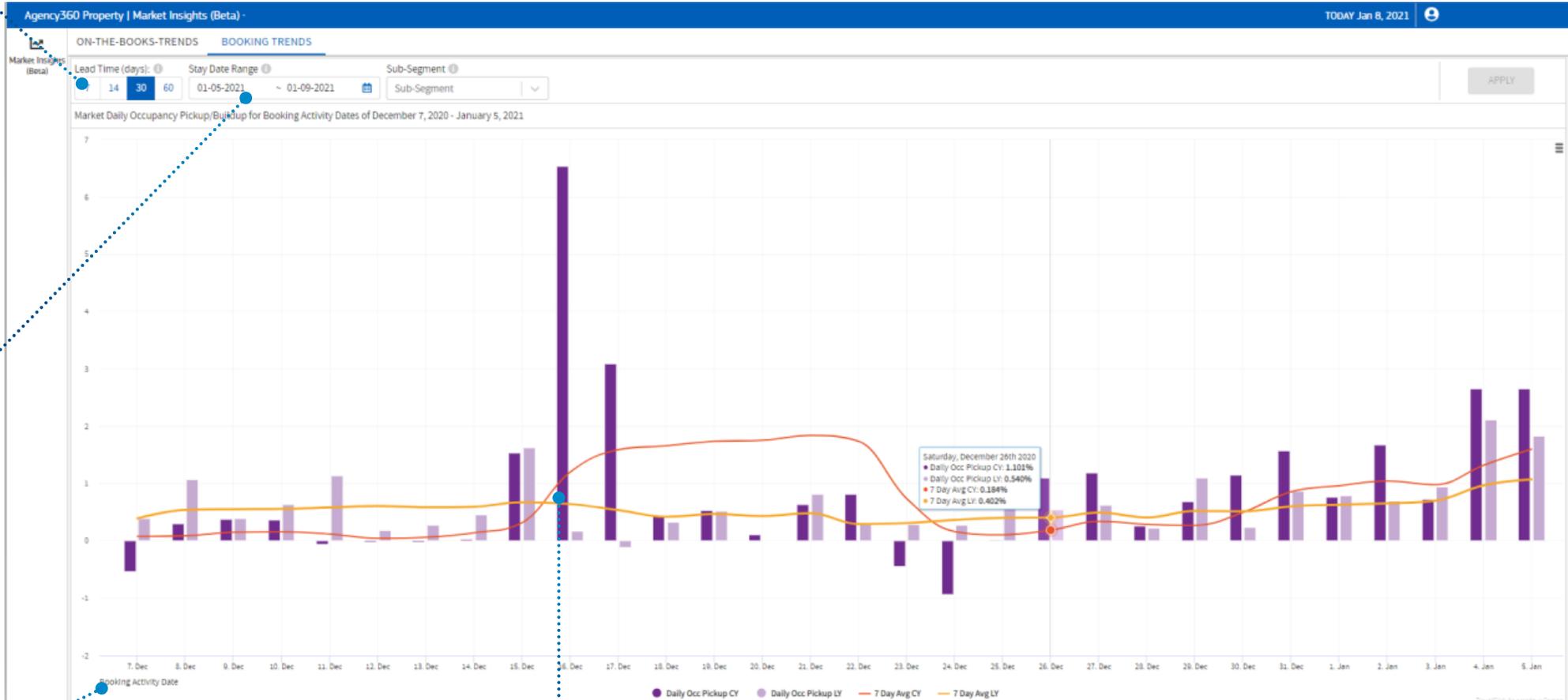
For example: If the user selects 2/1/2021 – 2/1/2021 then the occupancy pickup (buildup) represented by the graph is for the date of 2/1/2021.

If a **range** of dates are selected, then the metrics on the graph will represent the combined occupancy pickup (buildup) for all dates within that range.

For example: If the user selects 2/1/2021 – 2/28/2021 then the occupancy pickup (buildup) represented by the graph is for the entire month of February

Booking Activity Date(s):
These are historical dates that represent how much occupancy was booked on that date for the future stay date range selected.

These can also be consider "Reservation Dates"



Combination Bar & Line Graph:
Bars represent the daily occupancy pickup for the stay date range selected

Lines represent the 7 day average occupancy pickup for the stay date range selected

Interactive Legend:
User can select or un-select metrics to view on the graph.

By default, only current year (CY) metrics will be selected. Last year (LY) metrics must be selected by the user.

Market Unavailable

In some rare cases, market statistics will not be available. This occurs when a property is located in an area where Amadeus is unable to form a market due to the lack of demand data providers.

Customers who are concerned about why they are unable to see market data are encouraged to contact customer care for additional details.

The screenshot displays the 'Agency360 Property | Market Insights (Beta)' interface. It features a navigation bar with 'ON-THE-BOOKS-TRENDS' and 'BOOKING TRENDS' tabs. Below the navigation, there are filters for 'Stay Date Range' (01-08-2021 to 02-06-2021) and 'Sub-Segment'. Two error messages are shown in light blue boxes:

- Message 1:** Unfortunately, your property is located in an area that does not conform to our criteria for Intelligent Market creation. Please contact your [TravelClick Customer Care](#) representative if you have any questions.
- Message 2:** Unfortunately, your property is located in an area that does not conform to our criteria for Intelligent Market creation. Please contact your [TravelClick Customer Care](#) representative if you have any questions.

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Multi Property Dropdown (Enterprise Customers Only)

Enterprise customers should ensure that they are logged in through their “Enterprise Edition” of Agency360

A property selection dropdown will appear in the user interface.

The default property selected will be whichever property is assigned to the user as their “home property”.

Data updated as of: Jan 13, 2021

Welcome to Hotelligence360

Agency360 - Enterprise

- › Overview
- › Performance Trends
- › Portfolio Analysis
- › Top Properties
- › Portfolio Pacing
- › Portfolio Agency Targeting
- › Agency Targeting
- › Corporation/Agency Association
- › Popular Reports
- › Booking Calendar
- › Regional Overview
- › Top Property Markets
- › Top Agency Source Markets
- › Agency Group Analysis
- › Performance by GDS

Agency360

- › Overview
- › Performance Trends
- › Pace
- › Booking Calendar
- › Agency Targeting
- › Competitor Intelligence
- › Popular Reports
- › Source Markets
- › Top 150 Agencies
- › Corporation/Agency Association
- › Market Insights

Industry Overview

- › Industry Overview
- › Geographic Profile
- › Geographic Pacing

Please select the subscription you would like to access:

Subscription: ending Dec 31, 2021, Enterprise Edition, purchased by

Currency: USD

Go!

Agency360 Enterprise | Market Insights (Beta)

ON-THE-BOOKS-TRENDS BOOKING TRENDS

Market Insights (Beta)

Property: LOUISVILLE HOTEL

Stay Date Range: 01-12-2021 ~ 02-10-2021

Sub-Segment: Sub-Segment

Stay Date Range (Day)	OTB Mkt Occ	OTB Mkt Occ LY	WoW OTB Mkt Occ	WoW OTB Mkt Occ LY	On-The-Books Market Occupancy
12-Jan-2021 TUE	14.319%	56.998%	6.408%	13.123%	70
13-Jan-2021 WED	12.525%	59.007%	4.553%	9.811%	65
14-Jan-2021 THU	11.314%	34.999%	3.633%	6.055%	--

Frequently Asked Questions

Why can I not see my property occupancy?

The Market Insights only focuses on the market occupancy and does not display your individual property occupancy. In a future enhancement to Agency360 you will be able to compare your individual property to the market.

What comprises the “market”?

The market data is geo-code based. Your property latitude/longitude is placed with other properties in that area. It is not only *distance* from your property that is taken into consideration, but also *density* of all the properties in that area. In a major market (New York, Los Angeles, etc.) a “market” would be much more geographically focused compared to a secondary or tertiary market that might consist of the entire city.

Can Amadeus tell me which other properties are in my market?

The market calculation is proprietary and we cannot disclose which properties belong to any individual market. We encourage anyone who is interested in viewing a specific set of properties to utilize Demand360 or inquire about becoming a Demand360 subscriber.

Can I look at historical stay dates?

At this time, only future stay dates can be selected to analyze within the tool.

Why don't I see any data?

There are a handful of customers that are not covered by our intelligent market model due to the scarcity of properties in their geographic area. Customers are encouraged to contact customer care for more details.

I have access to multiple properties in Agency360. How do I switch between properties in this tool?

The market data will be reflective of whichever property you were logged into Agency360 when you accessed the market insights tool. In order to switch properties you must to go back to Agency360, change properties, and click on the Market Insights link. The exception to this is Enterprise Customers who will be able to access all of their assigned properties so long as they are logged in through their Agency360 Enterprise Edition (see page 8 for additional details)